INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY REGION

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
TOTAL U.S.								
PM OTHER PREMIUM	8.95	8.87	8.95	8.95	-0.18	-0.08	0.15	0.15
BENSON + HEDGES	2.45	2.43	2.50	2.50	-0.12	-0.11	0.00	0.00
MERIT	2.89	2.86	2.86	2.86	-0.02	0.04	0.06	0.06
VIRGINIA SLIMS	2.90	2.87	2.87	2.87	-0.01	0.02	0.07	0.07
PARLIAMENT	0.57	0.56	0.56	0.56	0.01	0.01	0.03	0.03
REGION # 1								
PM OTHER PREMIUM	11.47	11.44	11.62	11.62	-0.34	-0.25	0.03	0.03
BENSON + HEDGES	1.95	1.92	1.99	1.99	-0.17	-0.19	-0.18	-0.18
MERIT	4.45	4.45	4.51	4.51	-0.08	0.01	0.07	0.07
VIRGINIA SLIMS	2.52	2.53	2.57	2.57	-0.14	-0.12	-0.06	-0.06
PARLIAMENT	2.41	2.41	2.41	2.41	0.08	0.08	0.22	0.22
REGION # 2								
PM OTHER PREMIUM	8.81	8.70	8.92	8.92	-0.40	-0.31	0.26	0.26
BENSON + HEDGES	2.56	2.54	2.73	2.73	-0.29	-0.29	0.10	0.10
MERIT	2.47	2.42	2.45	2.45	0.02	0.02	0.09	0.09
VIRGINIA SLIMS	3.39	3.34	3.35	3.35	-0.07	-0.01	0.08	0.08
PARLIAMENT	0.30	0.29	0.30	0.30	-0.01	-0.01	0.02	0.02
REGION # 3								
PM OTHER PREMIUM	8.56	8.56	8.49	8.49	-0.23	-0.01	0.09	0.09
BENSON + HEDGES	2.71	2.72	2.70	2.70	-0.06	-0.01	0.00	0.00
MERIT	2.31	2.33	2.26	2.26	-0.06	0.04	0.00	0.00
VIRGINIA SLIMS	3.23	3.20	3.19	3.19	-0.05	0.01	0.11	0.11
PARLIAMENT	0.14	0.14	0.15	0.15	-0.02	-0.01	0.00	0.00
REGION # 4								
PM OTHER PREMIUM	7.75	7.64	7.67	7.67	0.08	0.12	0.14	0.14
BENSON + HEDGES	1.66	1.63	1.65	1.65	-0.01	-0.05	-0.07	-0.07
MERIT	3.15	3.11	3.11	3.11	0.02	0.10	0.15	0.15
VIRGINIA SLIMS	2.55	2.52	2.52	2.52	0.10	0.10	0.09	0.09
PARLIAMENT	0.27	0.27	0.27	0.27	-0.01	0.00	0.00	0.00
REGION # 5								
PM OTHER PREMIUM	9.45	9.33	9.37	9.37	-0.13	-0.07	0.04	0.04
BENSON + HEDGES	3.67	3.65	3.71	3.71	-0.11	-0.04	0.06	0.06
MERIT	2.58	2.51	2.49	2.49	0.04	0.01	0.01	0.01
VIRGINIA SLIMS	2.48	2.47	2.45	2.45	-0.01	0.02	0.01	0.01
PARLIAMENT	0.43	0.43	0.42	0.42	0.01	0.00	-0.01	-0.01

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY REGION

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
TOTAL U.S.														
PM OTHER PREMIUM	9.13	9.24	9.11	9.12	9.09	9.06	8.91	8.83	8.76	8.79	8.79	8.86	8.95	0.09
BENSON + HEDGES	2.57	2.59	2.56	2.60	2.64	2.61	2.51	2.42	2.39	2.42	2.42	2.43	2.45	0.02
MERIT	2.91	2.98	2.90	2.88	2.86	2.87	2.83	2.84	2.82	2.82	2.82	2.86	2.89	0.03
VIRGINIA SLIMS	2.91	2.93	2.91	2.91	2.87	2.88	2.84	2.84	2.83	2.84	2.86	2.86	2.90	0.04
PARLIAMENT	0.56	0.56	0.56	0.56	0.55	0.56	0.57	0.57	0.57	0.56	0.55	0.57	0.57	0.00
REGION # 1														
PM OTHER PREMIUM	11.81	11.74	11.73	11.74	11.76	11.66	11.73	11.60	11.59	11.64	11.43	11.40	11.47	0.07
BENSON + HEDGES	2.12	2.08	2.06	2.07	2.02	1.98	2.00	1.96	1.99	1.98	1.88	1.91	1.95	0.04
MERIT	4.53	4.53	4.50	4.51	4.61	4.59	4.56	4.52	4.45	4.54	4.52	4.37	4.45	0.08
VIRGINIA SLIMS	2.66	2.67	2.63	2.61	2.60	2.54	2.57	2.52	2.56	2.52	2.55	2.52	2.52	0.00
PARLIAMENT	2.33	2.30	2.37	2.40	2.38	2.40	2.46	2.46	2.45	2.46	2.36	2.46	2.41	-0.05
REGION # 2														
PM OTHER PREMIUM	9.21	9.36	9.16	9.40	9.43	9.35	8.86	8.56	8.56	8.48	8.60	8.66	8.81	0.15
BENSON + HEDGES	2.85	2.91	2.76	3.00	3.17	3.15	2.80	2.49	2.47	2.47	2.51	2.55	2.56	0.01
MERIT	2.45	2.59	2.62	2.57	2.48	2.42	2.36	2.41	2.40	2.37	2.39	2.40	2.47	0.07
VIRGINIA SLIMS	3.46	3.43	3.35	3.42	3.36	3.39	3.32	3.29	3.31	3.26	3.33	3.31	3.39	0.08
PARLIAMENT	0.31	0.31	0.31	0.31	0.32	0.30	0.29	0.28	0.28	0.29	0.28	0.31	0.30	-0.01
REGION # 3														
PM OTHER PREMIUM	8.79	8.70	8.57	8.47	8.50	8.55	8.40	8.43	8.27	8.37	8.53	8.60	8.56	-0.04
BENSON + HEDGES	2.77	2.74	2.73	2.69	2.77	2.73	2.71	2.70	2.59	2.64	2.72	2.72	2.71	-0.01
MERIT	2.37	2.33	2.25	2.24	2.22	2.27	2.23	2.23	2.21	2.20	2.30	2.39	2.31	-0.08
VIRGINIA SLIMS	3.28	3.27	3.24	3.20	3.17	3.23	3.13	3.16	3.14	3.19	3.20	3.18	3.23	0.05
PARLIAMENT	0.16	0.15	0.15	0.14	0.15	0.15	0.14	0.15	0.15	0.15	0.14	0.14	0.14	0.00
REGION # 4														
PM OTHER PREMIUM	7.67	7.86	7.76	7.72	7.74	7.66	7.60	7.61	7.53	7.71	7.52	7.63	7.75	0.12
BENSON + HEDGES	1.67	1.67	1.68	1.64	1.70	1.61	1.65	1.63	1.60	1.68	1.62	1.59	1.66	0.07
MERIT	3.13	3.26	3.11	3.11	3.12	3.14	3.07	3.07	3.07	3.10	3.02	3.14	3.15	0.01
VIRGINIA SLIMS	2.45	2.50	2.56	2.56	2.51	2.51	2.48	2.52	2.48	2.54	2.49	2.52	2.55	0.03
PARLIAMENT	0.28	0.28	0.27	0.27	0.27	0.27	0.27	0.26	0.27	0.27	0.27	0.27	0.27	0.00
REGION # 5														
PM OTHER PREMIUM	9.58	9.80	9.73	9.58	9.23	9.23	9.33	9.31	9.21	9.14	9.20	9.32	9.45	0.13
BENSON + HEDGES	3.78	3.92	3.95	3.92	3.66	3.66	3.66	3.66	3.61	3.62	3.61	3.65	3.67	0.02
MERIT	2.54	2.59	2.50	2.47	2.44	2.49	2.55	2.47	2.46	2.44	2.43	2.49	2.58	0.09
VIRGINIA SLIMS	2.49	2.54	2.51	2.43	2.44	2.36	2.42	2.48	2.44	2.41	2.45	2.47	2.48	0.01
PARLIAMENT	0.42	0.43	0.43	0.43	0.40	0.42	0.42	0.41	0.42	0.39	0.42	0.42	0.43	0.01

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
TOTAL U.S.

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS								
PM OTHER PREMIUM	10.97	10.76	10.64	10.64	0.22	0.22	0.18	0.18
BENSON + HEDGES	2.93	2.86	2.86	2.86	0.06	0.00	0.02	0.02
MERIT	3.37	3.30	3.26	3.26	-0.04	0.03	0.04	0.04
VIRGINIA SLIMS	3.77	3.71	3.63	3.63	0.21	0.21	0.11	0.11
PARLIAMENT	0.66	0.65	0.67	0.67	0.00	-0.01	0.03	0.03
CONVENIENCE								
PM OTHER PREMIUM	7.59	7.58	7.71	7.71	-0.13	-0.07	0.21	0.21
BENSON + HEDGES	2.02	2.04	2.16	2.16	-0.21	-0.18	-0.01	-0.01
MERIT	2.67	2.65	2.65	2.65	0.09	0.10	0.10	0.10
VIRGINIA SLIMS	2.31	2.31	2.32	2.32	-0.01	0.01	0.09	0.09
PARLIAMENT	0.47	0.47	0.46	0.46	0.03	0.04	0.05	0.05
DRUG								
PM OTHER PREMIUM	13.16	13.04	13.02	13.02	-0.01	0.27	0.15	0.15
BENSON + HEDGES	4.18	4.11	3.98	3.98	0.30	0.30	0.08	0.08
MERIT	3.40	3.38	3.43	3.43	-0.15	0.05	0.11	0.11
VIRGINIA SLIMS	4.13	4.11	4.16	4.16	-0.14	-0.01	0.10	0.10
PARLIAMENT	1.24	1.24	1.24	1.24	0.00	-0.02	-0.06	-0.06
MASS MERCHANDISER								
PM OTHER PREMIUM	9.98	10.14	10.33	10.33	-0.59	-0.20	0.77	0.77
BENSON + HEDGES	2.87	2.89	2.87	2.87	-0.02	0.06	0.30	0.30
MERIT	2.61	2.64	2.74	2.74	-0.37	-0.21	0.10	0.10
VIRGINIA SLIMS	4.07	4.18	4.24	4.24	-0.10	0.06	0.40	0.40
PARLIAMENT	0.33	0.33	0.35	0.35	-0.05	-0.04	0.02	0.02

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
TOTAL U.S.

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
SUPERMARKETS														
PM OTHER PREMIUM	10.75	10.59	10.63	10.59	10.63	10.66	10.49	10.63	10.54	10.70	10.63	10.62	10.97	0.35
BENSON + HEDGES	2.87	2.82	2.88	2.89	2.88	2.86	2.86	2.82	2.79	2.89	2.81	2.83	2.93	0.10
MERIT	3.41	3.31	3.22	3.17	3.27	3.25	3.19	3.29	3.23	3.28	3.25	3.26	3.37	0.11
VIRGINIA SLIMS	3.56	3.54	3.62	3.62	3.59	3.63	3.54	3.61	3.60	3.62	3.69	3.67	3.77	0.10
PARLIAMENT	0.66	0.67	0.67	0.67	0.65	0.67	0.66	0.68	0.68	0.67	0.66	0.65	0.66	0.01
CONVENIENCE														
PM OTHER PREMIUM	7.72	8.07	7.90	7.94	7.91	7.86	7.71	7.57	7.47	7.44	7.52	7.65	7.59	-0.06
BENSON + HEDGES	2.23	2.30	2.23	2.31	2.39	2.35	2.18	2.07	2.02	2.01	2.05	2.06	2.02	-0.04
MERIT	2.58	2.78	2.72	2.70	2.62	2.63	2.63	2.61	2.59	2.58	2.60	2.67	2.67	0.00
VIRGINIA SLIMS	2.32	2.40	2.36	2.35	2.33	2.31	2.30	2.30	2.27	2.27	2.30	2.32	2.31	-0.01
PARLIAMENT	0.44	0.45	0.45	0.45	0.45	0.45	0.47	0.47	0.47	0.46	0.45	0.48	0.47	-0.01
DRUG														
PM OTHER PREMIUM	13.17	13.14	12.78	13.09	13.10	13.26	12.83	12.78	12.98	13.21	13.02	12.90	13.16	0.26
BENSON + HEDGES	3.88	3.95	3.89	3.86	3.90	3.84	3.98	3.96	3.92	4.09	4.08	4.07	4.18	0.11
MERIT	3.55	3.41	3.38	3.49	3.60	3.63	3.34	3.32	3.46	3.43	3.39	3.34	3.40	0.06
VIRGINIA SLIMS	4.27	4.33	4.07	4.24	4.20	4.30	4.07	4.05	4.14	4.22	4.12	4.06	4.13	0.07
PARLIAMENT	1.24	1.22	1.20	1.25	1.17	1.28	1.21	1.26	1.26	1.28	1.25	1.22	1.24	0.02
MASS MERCHANDISER														
PM OTHER PREMIUM	10.57	10.36	10.26	10.34	10.44	10.63	10.52	10.25	10.36	10.48	10.34	10.14	9.98	-0.16
BENSON + HEDGES	2.89	2.91	2.87	2.86	2.80	2.84	2.86	2.79	2.85	3.00	2.92	2.89	2.87	-0.02
MERIT	2.98	2.86	2.70	2.70	2.79	2.89	2.82	2.80	2.79	2.73	2.70	2.62	2.61	-0.01
VIRGINIA SLIMS	4.17	4.07	4.19	4.25	4.33	4.42	4.30	4.19	4.27	4.33	4.33	4.18	4.07	-0.11
PARLIAMENT	0.38	0.36	0.36	0.37	0.39	0.35	0.39	0.34	0.33	0.32	0.30	0.34	0.33	-0.01

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 1

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS								
PM OTHER PREMIUM	13.30	13.11	13.40	13.40	-0.48	-0.29	0.33	0.33
BENSON + HEDGES	2.70	2.67	2.78	2.78	-0.16	-0.17	-0.03	-0.03
MERIT	4.81	4.71	4.79	4.79	-0.26	-0.06	0.15	0.15
VIRGINIA SLIMS	3.48	3.41	3.43	3.43	0.02	0.02	0.10	0.10
PARLIAMENT	2.18	2.18	2.27	2.27	-0.06	-0.07	0.12	0.12
CONVENIENCE								
PM OTHER PREMIUM	10.27	10.26	10.31	10.31	0.11	0.03	0.26	0.26
BENSON + HEDGES	1.51	1.46	1.49	1.49	-0.08	-0.16	-0.15	-0.15
MERIT	4.36	4.38	4.42	4.42	0.13	0.10	0.11	0.11
VIRGINIA SLIMS	1.91	1.94	1.95	1.95	-0.07	-0.06	-0.03	-0.03
PARLIAMENT	2.36	2.35	2.32	2.32	0.18	0.19	0.37	0.37
DRUG								
PM OTHER PREMIUM	13.93	14.16	14.57	14.57	-0.91	-0.50	-1.05	-1.05
BENSON + HEDGES	2.68	2.76	2.85	2.85	-0.20	-0.01	-0.39	-0.39
MERIT	4.37	4.39	4.54	4.54	-0.49	-0.18	-0.17	-0.17
VIRGINIA SLIMS	3.52	3.61	3.73	3.73	-0.24	-0.23	-0.30	-0.30
PARLIAMENT	3.12	3.19	3.22	3.22	-0.02	-0.06	-0.23	-0.23
MASS MERCHANDISER								
PM OTHER PREMIUM	10.69	10.52	10.84	10.84	-0.58	-0.31	0.23	0.23
BENSON + HEDGES	1.77	1.65	1.84	1.84	-0.36	-0.40	-0.24	-0.24
MERIT	3.73	3.77	3.85	3.85	-0.14	0.10	0.15	0.15
VIRGINIA SLIMS	3.13	3.09	3.14	3.14	-0.14	-0.10	0.15	0.15
PARLIAMENT	2.06	2.01	1.99	1.99	0.07	0.13	0.25	0.25

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 1

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
SUPERMARKETS														
PM OTHER PREMIUM	13.78	13.38	13.51	13.47	13.55	13.72	13.47	13.48	13.34	13.50	13.17	12.80	13.30	0.50
BENSON + HEDGES	2.86	2.81	2.87	2.85	2.84	2.87	2.83	2.74	2.71	2.83	2.70	2.61	2.70	0.09
MERIT	5.07	4.81	4.75	4.69	4.91	4.92	4.82	4.90	4.75	4.80	4.77	4.54	4.81	0.27
VIRGINIA SLIMS	3.46	3.41	3.47	3.51	3.41	3.48	3.36	3.39	3.44	3.44	3.38	3.35	3.48	0.13
PARLIAMENT	2.24	2.21	2.28	2.29	2.26	2.30	2.33	2.31	2.31	2.31	2.19	2.17	2.18	0.01
CONVENIENCE														
PM OTHER PREMIUM	10.16	10.41	10.36	10.37	10.48	10.18	10.44	10.22	10.23	10.25	10.16	10.34	10.27	-0.07
BENSON + HEDGES	1.59	1.57	1.54	1.56	1.49	1.43	1.48	1.46	1.52	1.45	1.39	1.45	1.51	0.06
MERIT	4.23	4.43	4.42	4.45	4.54	4.45	4.46	4.36	4.31	4.43	4.46	4.33	4.36	0.03
VIRGINIA SLIMS	1.98	2.04	1.97	1.94	2.05	1.90	1.99	1.90	1.92	1.86	1.95	1.97	1.91	-0.06
PARLIAMENT	2.18	2.20	2.28	2.28	2.27	2.27	2.38	2.35	2.36	2.36	2.24	2.45	2.36	-0.09
DRUG														
PM OTHER PREMIUM	14.84	14.43	14.21	14.55	14.57	14.87	14.69	14.93	14.98	15.05	14.47	14.15	13.93	-0.22
BENSON + HEDGES	2.88	2.86	2.73	2.78	2.97	2.89	2.87	2.92	3.02	2.95	2.80	2.82	2.68	-0.14
MERIT	4.86	4.51	4.42	4.56	4.51	4.67	4.64	4.69	4.67	4.67	4.41	4.39	4.37	-0.02
VIRGINIA SLIMS	3.76	3.85	3.76	3.73	3.58	3.72	3.71	3.74	3.91	3.94	3.80	3.53	3.52	-0.01
PARLIAMENT	3.14	3.00	3.06	3.23	3.23	3.36	3.20	3.35	3.21	3.33	3.32	3.16	3.12	-0.04
MASS MERCHANDISER														
PM OTHER PREMIUM	11.27	10.97	11.08	11.10	11.05	11.08	11.09	10.86	10.46	10.93	10.59	10.24	10.69	0.45
BENSON + HEDGES	2.13	1.94	1.97	2.06	1.97	1.98	2.06	1.85	1.61	1.86	1.53	1.59	1.77	0.18
MERIT	3.87	3.80	3.98	3.71	3.92	4.31	3.88	3.73	3.78	3.89	3.94	3.67	3.73	0.06
VIRGINIA SLIMS	3.27	3.25	3.14	3.14	3.05	3.08	3.23	3.37	3.02	3.10	3.21	2.95	3.13	0.18
PARLIAMENT	1.99	1.90	1.98	2.18	2.11	1.70	1.91	1.90	2.00	2.07	1.93	2.03	2.06	0.03

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 2

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS								
PM OTHER PREMIUM	11.02	10.84	10.72	10.72	0.31	0.15	0.31	0.31
BENSON + HEDGES	3.00	2.91	2.91	2.91	0.05	-0.07	0.13	0.13
MERIT	2.84	2.78	2.75	2.75	0.01	-0.02	0.01	0.01
VIRGINIA SLIMS	4.54	4.52	4.41	4.41	0.28	0.26	0.16	0.16
PARLIAMENT	0.44	0.44	0.45	0.45	0.00	-0.01	0.02	0.02
CONVENIENCE								
PM OTHER PREMIUM	7.52	7.45	7.76	7.76	-0.36	-0.30	0.37	0.37
BENSON + HEDGES	2.16	2.18	2.50	2.50	-0.47	-0.42	0.14	0.14
MERIT	2.31	2.26	2.30	2.30	0.08	0.06	0.09	0.09
VIRGINIA SLIMS	2.77	2.73	2.70	2.70	0.04	0.05	0.11	0.11
PARLIAMENT	0.21	0.21	0.20	0.20	0.01	0.02	0.03	0.03
DRUG								
PM OTHER PREMIUM	12.71	12.76	12.70	12.70	-0.17	0.29	-0.19	-0.19
BENSON + HEDGES	4.69	4.70	4.33	4.33	0.48	0.42	-0.31	-0.31
MERIT	2.98	3.01	2.97	2.97	0.15	0.36	0.42	0.42
VIRGINIA SLIMS	4.27	4.27	4.59	4.59	-0.66	-0.36	-0.08	-0.08
PARLIAMENT	0.68	0.69	0.71	0.71	-0.07	-0.04	-0.08	-0.08
MASS MERCHANDISER								
PM OTHER PREMIUM	9.95	10.16	10.42	10.42	-0.74	-0.10	1.50	1.50
BENSON + HEDGES	2.59	2.60	2.63	2.63	-0.09	-0.01	0.38	0.38
MERIT	2.05	2.16	2.33	2.33	-0.43	-0.21	0.29	0.29
VIRGINIA SLIMS	5.00	5.09	5.12	5.12	-0.15	0.14	0.74	0.74
PARLIAMENT	0.23	0.23	0.24	0.24	-0.04	0.00	0.07	0.07

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 2

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
SUPERMARKETS														
PM OTHER PREMIUM	10.71	10.66	10.85	10.83	10.76	10.68	10.45	10.52	10.54	10.81	10.68	10.79	11.02	0.23
BENSON + HEDGES	2.95	2.94	3.01	3.05	2.97	2.92	2.84	2.79	2.75	2.89	2.82	2.90	3.00	0.10
MERIT	2.83	2.79	2.76	2.71	2.78	2.71	2.65	2.75	2.76	2.82	2.72	2.74	2.84	0.10
VIRGINIA SLIMS	4.26	4.27	4.40	4.40	4.32	4.42	4.34	4.36	4.39	4.45	4.49	4.51	4.54	0.03
PARLIAMENT	0.44	0.46	0.46	0.47	0.46	0.44	0.43	0.44	0.46	0.47	0.45	0.43	0.44	0.01
CONVENIENCE														
PM OTHER PREMIUM	7.88	8.26	7.94	8.36	8.44	8.40	7.79	7.34	7.36	7.16	7.36	7.46	7.52	0.06
BENSON + HEDGES	2.63	2.73	2.46	2.90	3.19	3.17	2.63	2.20	2.19	2.12	2.17	2.22	2.16	-0.06
MERIT	2.23	2.48	2.54	2.48	2.28	2.26	2.21	2.25	2.22	2.17	2.21	2.24	2.31	0.07
VIRGINIA SLIMS	2.73	2.78	2.66	2.73	2.69	2.71	2.70	2.66	2.70	2.63	2.72	2.71	2.77	0.06
PARLIAMENT	0.20	0.20	0.21	0.20	0.23	0.20	0.20	0.18	0.18	0.19	0.18	0.23	0.21	-0.02
DRUG														
PM OTHER PREMIUM	12.88	13.10	12.65	12.99	13.18	12.77	12.34	12.36	12.29	12.43	12.95	12.65	12.71	0.06
BENSON + HEDGES	4.21	4.37	4.41	4.03	4.06	3.97	4.26	4.21	4.11	4.46	4.79	4.63	4.69	0.06
MERIT	2.83	2.92	2.96	3.03	3.32	2.96	2.81	2.74	2.93	2.89	3.12	2.95	2.98	0.03
VIRGINIA SLIMS	4.93	4.95	4.49	5.02	5.05	5.00	4.46	4.57	4.39	4.32	4.28	4.25	4.27	0.02
PARLIAMENT	0.75	0.72	0.67	0.74	0.67	0.75	0.69	0.76	0.78	0.68	0.66	0.74	0.68	-0.06
MASS MERCHANDISER														
PM OTHER PREMIUM	10.69	10.29	10.40	10.18	10.55	10.79	10.63	10.37	10.65	10.69	10.49	10.11	9.95	-0.16
BENSON + HEDGES	2.68	2.65	2.71	2.45	2.56	2.63	2.74	2.63	2.69	2.76	2.64	2.56	2.59	0.03
MERIT	2.48	2.43	2.29	2.33	2.44	2.54	2.35	2.46	2.40	2.29	2.30	2.18	2.05	-0.13
VIRGINIA SLIMS	5.15	4.86	5.03	5.04	5.19	5.30	5.19	4.99	5.26	5.29	5.26	5.03	5.00	-0.03
PARLIAMENT	0.27	0.24	0.26	0.25	0.27	0.22	0.25	0.22	0.21	0.27	0.23	0.24	0.23	-0.01

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 3

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS								
PM OTHER PREMIUM	10.14	9.90	9.71	9.71	0.13	0.28	0.22	0.22
BENSON + HEDGES	2.86	2.79	2.78	2.78	0.00	-0.01	-0.01	-0.01
MERIT	2.76	2.73	2.61	2.61	0.01	0.13	0.12	0.12
VIRGINIA SLIMS	3.94	3.81	3.74	3.74	0.16	0.19	0.14	0.14
PARLIAMENT	0.32	0.32	0.31	0.31	0.00	0.02	0.01	0.01
CONVENIENCE								
PM OTHER PREMIUM	7.46	7.57	7.55	7.55	-0.31	-0.10	0.00	0.00
BENSON + HEDGES	2.42	2.45	2.47	2.47	-0.16	-0.10	-0.11	-0.11
MERIT	2.11	2.17	2.10	2.10	-0.01	0.09	0.00	0.00
VIRGINIA SLIMS	2.74	2.75	2.78	2.78	-0.11	-0.06	0.12	0.12
PARLIAMENT	0.07	0.07	0.07	0.07	0.00	0.00	0.00	0.00
DRUG								
PM OTHER PREMIUM	12.85	12.26	11.85	11.85	1.05	0.95	1.47	1.47
BENSON + HEDGES	4.96	4.85	4.62	4.62	1.09	0.94	0.90	0.90
MERIT	2.73	2.42	2.31	2.31	0.07	0.02	0.17	0.17
VIRGINIA SLIMS	4.53	4.40	4.29	4.29	-0.07	0.10	0.47	0.47
PARLIAMENT	0.31	0.29	0.30	0.30	0.06	0.04	0.07	0.07
MASS MERCHANDISER								
PM OTHER PREMIUM	9.97	10.28	10.31	10.31	-0.53	-0.10	0.65	0.65
BENSON + HEDGES	3.31	3.44	3.33	3.33	0.00	0.19	0.54	0.54
MERIT	2.35	2.39	2.44	2.44	-0.38	-0.25	-0.13	-0.13
VIRGINIA SLIMS	4.09	4.23	4.20	4.20	0.08	0.23	0.34	0.34
PARLIAMENT	0.13	0.14	0.17	0.17	-0.07	-0.07	0.01	0.01

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 3

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
SUPERMARKETS														
PM OTHER PREMIUM	10.01	9.83	9.76	9.66	9.70	9.66	9.52	9.56	9.59	9.63	9.79	9.73	10.14	0.41
BENSON + HEDGES	2.86	2.80	2.84	2.83	2.76	2.72	2.81	2.70	2.74	2.76	2.73	2.76	2.86	0.10
MERIT	2.75	2.65	2.55	2.51	2.59	2.57	2.53	2.59	2.52	2.61	2.69	2.73	2.76	0.03
VIRGINIA SLIMS	3.78	3.75	3.79	3.75	3.75	3.78	3.62	3.67	3.71	3.67	3.79	3.68	3.94	0.26
PARLIAMENT	0.32	0.32	0.30	0.29	0.30	0.30	0.29	0.32	0.33	0.31	0.31	0.31	0.32	0.01
CONVENIENCE														
PM OTHER PREMIUM	7.77	7.78	7.63	7.56	7.59	7.68	7.53	7.56	7.26	7.35	7.56	7.70	7.46	-0.24
BENSON + HEDGES	2.58	2.55	2.52	2.45	2.61	2.56	2.47	2.52	2.31	2.35	2.48	2.47	2.42	-0.05
MERIT	2.12	2.14	2.08	2.09	2.02	2.09	2.10	2.08	2.04	2.02	2.14	2.27	2.11	-0.16
VIRGINIA SLIMS	2.85	2.87	2.83	2.81	2.75	2.84	2.75	2.76	2.69	2.78	2.76	2.76	2.74	-0.02
PARLIAMENT	0.07	0.06	0.06	0.06	0.07	0.07	0.07	0.06	0.07	0.06	0.07	0.07	0.07	0.00
DRUG														
PM OTHER PREMIUM	11.80	12.18	11.97	11.97	12.07	12.63	11.08	10.99	11.28	11.72	11.79	11.99	12.85	0.86
BENSON + HEDGES	3.87	4.11	4.27	4.44	4.53	4.58	4.72	4.54	4.52	4.87	4.85	4.72	4.96	0.24
MERIT	2.66	2.52	2.45	2.64	2.54	2.91	1.82	1.81	2.18	2.00	2.21	2.24	2.73	0.49
VIRGINIA SLIMS	4.60	4.88	4.49	4.17	4.28	4.39	4.06	4.07	4.05	4.20	4.18	4.46	4.53	0.07
PARLIAMENT	0.25	0.29	0.38	0.31	0.29	0.34	0.17	0.32	0.27	0.33	0.30	0.27	0.31	0.04
MASS MERCHANDISER														
PM OTHER PREMIUM	10.50	10.28	10.19	10.17	10.31	10.28	10.47	10.36	10.34	10.43	10.54	10.46	9.97	-0.49
BENSON + HEDGES	3.31	3.36	3.36	3.38	3.27	3.26	3.24	3.13	3.24	3.37	3.52	3.55	3.31	-0.24
MERIT	2.73	2.51	2.37	2.30	2.45	2.43	2.58	2.53	2.53	2.41	2.43	2.40	2.35	-0.05
VIRGINIA SLIMS	4.01	3.97	4.02	4.02	4.18	4.18	4.23	4.34	4.28	4.42	4.39	4.26	4.09	-0.17
PARLIAMENT	0.20	0.21	0.18	0.20	0.20	0.22	0.19	0.20	0.17	0.14	0.13	0.16	0.13	-0.03

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 4

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS								
PM OTHER PREMIUM	9.31	9.08	8.90	8.90	0.25	0.25	0.07	0.07
BENSON + HEDGES	1.99	1.91	1.90	1.90	0.08	0.00	0.00	0.00
MERIT	3.46	3.38	3.32	3.32	-0.10	0.01	-0.01	-0.01
VIRGINIA SLIMS	3.30	3.23	3.13	3.13	0.28	0.26	0.11	0.11
PARLIAMENT	0.38	0.37	0.36	0.36	0.02	0.00	-0.01	-0.01
CONVENIENCE								
PM OTHER PREMIUM	6.49	6.50	6.59	6.59	0.09	0.09	0.10	0.10
BENSON + HEDGES	1.31	1.33	1.37	1.37	-0.08	-0.11	-0.14	-0.14
MERIT	2.95	2.92	2.93	2.93	0.16	0.17	0.22	0.22
VIRGINIA SLIMS	1.93	1.95	1.99	1.99	0.02	0.04	0.05	0.05
PARLIAMENT	0.20	0.20	0.20	0.20	0.00	0.00	0.00	0.00
DRUG								
PM OTHER PREMIUM	11.65	11.21	11.19	11.19	0.27	0.55	0.62	0.62
BENSON + HEDGES	3.27	3.07	2.93	2.93	0.34	0.30	0.25	0.25
MERIT	3.42	3.40	3.61	3.61	-0.35	-0.07	0.12	0.12
VIRGINIA SLIMS	4.26	4.09	4.00	4.00	0.27	0.29	0.32	0.32
PARLIAMENT	0.59	0.54	0.54	0.54	0.01	0.03	0.03	0.03
MASS MERCHANDISER								
PM OTHER PREMIUM	9.41	9.43	9.68	9.68	-0.53	-0.48	0.45	0.45
BENSON + HEDGES	1.81	1.78	1.86	1.86	-0.13	-0.15	-0.04	-0.04
MERIT	3.65	3.58	3.66	3.66	-0.26	-0.13	0.29	0.29
VIRGINIA SLIMS	3.75	3.85	3.89	3.89	-0.01	-0.07	0.27	0.27
PARLIAMENT	0.19	0.20	0.25	0.25	-0.10	-0.12	-0.05	-0.05

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 4

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
SUPERMARKETS														
PM OTHER PREMIUM	9.06	8.82	8.73	8.74	8.93	8.85	8.71	8.92	8.84	9.08	8.94	8.93	9.31	0.38
BENSON + HEDGES	1.91	1.85	1.87	1.88	1.96	1.90	1.91	1.86	1.87	2.00	1.87	1.84	1.99	0.15
MERIT	3.56	3.40	3.26	3.23	3.35	3.32	3.21	3.32	3.26	3.34	3.33	3.35	3.46	0.11
VIRGINIA SLIMS	3.02	3.01	3.06	3.09	3.06	3.07	3.03	3.20	3.15	3.17	3.17	3.19	3.30	0.11
PARLIAMENT	0.36	0.35	0.36	0.36	0.37	0.37	0.36	0.36	0.36	0.38	0.36	0.36	0.38	0.02
CONVENIENCE														
PM OTHER PREMIUM	6.40	6.93	6.85	6.73	6.69	6.55	6.50	6.52	6.37	6.54	6.43	6.59	6.49	-0.10
BENSON + HEDGES	1.39	1.44	1.46	1.37	1.43	1.34	1.36	1.36	1.32	1.38	1.37	1.33	1.31	-0.02
MERIT	2.79	3.13	2.97	2.97	2.92	2.93	2.89	2.85	2.85	2.89	2.82	2.99	2.95	-0.04
VIRGINIA SLIMS	1.91	2.03	2.09	2.07	2.03	1.98	1.95	2.00	1.91	1.98	1.94	1.98	1.93	-0.05
PARLIAMENT	0.20	0.21	0.20	0.20	0.21	0.19	0.19	0.20	0.20	0.21	0.21	0.20	0.20	0.00
DRUG														
PM OTHER PREMIUM	11.38	11.07	10.63	11.03	11.15	11.43	11.18	11.06	11.39	11.66	10.84	10.98	11.65	0.67
BENSON + HEDGES	2.93	2.86	2.72	2.91	2.90	2.77	2.92	3.02	2.82	3.00	2.92	2.95	3.27	0.32
MERIT	3.77	3.64	3.49	3.57	3.79	3.93	3.60	3.61	3.77	3.70	3.34	3.42	3.42	0.00
VIRGINIA SLIMS	3.99	3.87	3.80	3.90	3.86	4.08	3.93	3.82	4.10	4.27	4.03	3.92	4.26	0.34
PARLIAMENT	0.58	0.64	0.52	0.53	0.47	0.53	0.61	0.49	0.56	0.55	0.47	0.55	0.59	0.04
MASS MERCHANDISER														
PM OTHER PREMIUM	9.94	9.65	9.37	9.78	9.79	10.11	10.04	9.50	9.80	9.85	9.62	9.27	9.41	0.14
BENSON + HEDGES	1.94	1.91	1.73	1.87	1.94	1.86	1.87	1.84	1.93	2.03	1.77	1.74	1.81	0.07
MERIT	3.91	3.72	3.47	3.63	3.61	3.77	3.76	3.70	3.78	3.73	3.63	3.45	3.65	0.20
VIRGINIA SLIMS	3.76	3.68	3.83	3.95	3.89	4.13	4.08	3.70	3.85	3.90	4.01	3.83	3.75	-0.08
PARLIAMENT	0.29	0.32	0.32	0.29	0.31	0.29	0.30	0.23	0.22	0.18	0.19	0.21	0.19	-0.02

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 5

DECEMBER 1994

	SHARE				SHARE CHANGE VS. YEAR AGO			
	1MM	3MM	CYTD	12MM	1MM	3MM	CYTD	12MM
SUPERMARKETS								
PM OTHER PREMIUM	12.70	12.49	12.31	12.31	0.55	0.43	-0.16	-0.16
BENSON + HEDGES	4.65	4.57	4.51	4.51	0.29	0.20	-0.02	-0.02
MERIT	3.59	3.48	3.46	3.46	0.02	-0.02	-0.10	-0.10
VIRGINIA SLIMS	3.46	3.45	3.34	3.34	0.23	0.24	-0.02	-0.02
PARLIAMENT	0.62	0.62	0.63	0.63	-0.01	-0.02	0.00	0.00
CONVENIENCE								
PM OTHER PREMIUM	7.32	7.28	7.37	7.37	-0.24	-0.10	0.20	0.20
BENSON + HEDGES	2.85	2.90	3.01	3.01	-0.24	-0.09	0.11	0.11
MERIT	2.15	2.08	2.04	2.04	0.16	0.11	0.12	0.12
VIRGINIA SLIMS	1.79	1.78	1.81	1.81	-0.11	-0.06	0.03	0.03
PARLIAMENT	0.29	0.30	0.28	0.28	0.01	0.01	0.00	0.00
DRUG								
PM OTHER PREMIUM	16.21	16.29	15.95	15.95	0.81	0.93	1.04	1.04
BENSON + HEDGES	7.18	7.10	7.13	7.13	0.20	0.16	0.47	0.47
MERIT	3.10	3.19	3.11	3.11	0.02	0.24	0.18	0.18
VIRGINIA SLIMS	4.35	4.49	4.20	4.20	0.48	0.55	0.24	0.24
PARLIAMENT	1.08	1.00	0.96	0.96	0.22	0.07	0.15	0.15
MASS MERCHANDISER								
PM OTHER PREMIUM	10.69	10.75	11.09	11.09	-0.63	-0.20	0.30	0.30
BENSON + HEDGES	4.47	4.39	4.43	4.43	-0.11	0.13	0.27	0.27
MERIT	1.96	2.01	2.18	2.18	-0.41	-0.32	-0.15	-0.15
VIRGINIA SLIMS	3.48	3.60	3.76	3.76	-0.13	0.05	0.40	0.40
PARLIAMENT	0.46	0.42	0.40	0.40	0.09	0.03	-0.13	-0.13

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INTEGRATED NIELSEN
PREMIUM BRANDS
PERFORMANCE BY TRADE CLASS
REGION 5

DECEMBER 1994

	DEC 1993	JAN 1994	FEB 1994	MAR 1994	APR 1994	MAY 1994	JUN 1994	JUL 1994	AUG 1994	SEP 1994	OCT 1994	NOV 1994	DEC 1994	1MM SH CHANGE
SUPERMARKETS														
PM OTHER PREMIUM	12.15	12.05	12.18	12.18	12.27	12.26	12.29	12.57	12.21	12.29	12.27	12.44	12.70	0.26
BENSON + HEDGES	4.36	4.36	4.44	4.47	4.45	4.45	4.57	4.65	4.48	4.57	4.47	4.58	4.65	0.07
MERIT	3.57	3.49	3.43	3.36	3.49	3.46	3.43	3.55	3.45	3.42	3.36	3.46	3.59	0.13
VIRGINIA SLIMS	3.23	3.22	3.31	3.33	3.33	3.33	3.29	3.36	3.28	3.31	3.46	3.43	3.46	0.03
PARLIAMENT	0.63	0.61	0.63	0.63	0.62	0.65	0.63	0.65	0.62	0.61	0.62	0.63	0.62	-0.01
CONVENIENCE														
PM OTHER PREMIUM	7.56	8.01	7.87	7.64	7.22	7.20	7.33	7.29	7.27	7.05	7.23	7.28	7.32	0.04
BENSON + HEDGES	3.09	3.35	3.37	3.30	2.98	2.97	2.91	2.91	2.91	2.85	2.93	2.91	2.85	-0.06
MERIT	1.99	2.13	2.01	2.02	1.93	2.02	2.13	1.99	2.02	1.99	2.01	2.06	2.15	0.09
VIRGINIA SLIMS	1.90	1.98	1.92	1.77	1.83	1.69	1.78	1.89	1.83	1.74	1.76	1.78	1.79	0.01
PARLIAMENT	0.28	0.28	0.28	0.29	0.25	0.28	0.27	0.27	0.29	0.25	0.30	0.29	0.29	0.00
DRUG														
PM OTHER PREMIUM	15.40	15.57	15.51	15.99	15.41	16.05	15.99	15.48	16.01	16.39	16.40	16.29	16.21	-0.08
BENSON + HEDGES	6.98	7.07	7.11	7.26	7.04	7.19	7.09	7.08	7.16	7.21	6.96	7.14	7.18	0.04
MERIT	3.08	2.86	2.97	3.08	3.10	3.34	3.21	2.99	3.00	3.16	3.33	3.19	3.10	-0.09
VIRGINIA SLIMS	3.87	4.10	3.80	4.02	3.87	4.05	4.25	3.95	4.29	4.55	4.59	4.59	4.35	-0.24
PARLIAMENT	0.86	0.98	0.99	0.98	0.85	0.96	0.95	0.90	0.98	0.97	1.00	0.88	1.08	0.20
MASS MERCHANDISER														
PM OTHER PREMIUM	11.32	11.67	11.54	11.83	11.40	11.83	10.94	10.73	10.70	11.05	10.71	10.85	10.69	-0.16
BENSON + HEDGES	4.58	4.54	4.71	4.82	4.30	4.57	4.25	4.24	4.24	4.52	4.31	4.35	4.47	0.12
MERIT	2.37	2.66	2.32	2.29	2.28	2.39	2.20	2.15	2.04	2.12	2.03	2.05	1.96	-0.09
VIRGINIA SLIMS	3.61	3.75	3.85	4.02	4.05	4.16	3.71	3.61	3.73	3.70	3.65	3.70	3.48	-0.22
PARLIAMENT	0.37	0.38	0.38	0.39	0.44	0.40	0.50	0.34	0.34	0.34	0.39	0.41	0.46	0.05

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